

Essay 3 - Do a Branson!

No I don't mean buy a Caribbean Island; fly crazily in a balloon across the Pacific Ocean or do a new business presentation only 'wearing' a mobile phone. I mean get your hands dirty for a day (at the very least!), and do what your Workforce, Employees, Operatives ... People, do. As *Branson* explains in his Book *Business Stripped Bare* ... "At Virgin Blue, our Australian domestic air carrier, our management method dictates that all of the management team have to get out once every three months and 'chuck bags.' This means that they turn out at 4am and do a full shift with the baggage people. That way they get to understand the problems and the hassles of the job."



That's what I do at *Osteopathic Solutions*. I 'chuck bags' every three months. Only recently I was in a Noodle & Rice Factory in Manchester making sure there's enough for your next take away ... jokes ... stimulating factory floor and warehouse employees to change their Manual Handling habits. The next time I was 'chucking salad bags' in Lichfield, making sure your salad reaches your plate, nice and fresh, risk assessing a Prepared Salad Company's Manual Handling tasks. The next time 'chucking tyres' at a Devon based Tyre Manufacturer helping them to keep their employees at work, maintaining safer roads, through the filming of a Bespoke Manual Handling Training DVD. This reminds me what issues my Team face when at Clients' venues; the huge energy it takes to travel and be 100% alert all the time and gives me ideas how we can achieve the remarkable, 99.99% of the time (nothing's perfect is it?).

If you are a Health & Safety Professional or Business Director in Manufacturing, for 1 day every 3 months, lift pallets; pull palletised loads; work at the machines; stand all day; lower finished products onto pallets; team handle engineering parts, et cetera.

If you're in the Food Industry push food bins/ totes; pull cages; lift raw produce from pallets; tip into hoppers; lift from dolavs; shovel food content, et cetera.

If you're in Council Services push wheelie bins, paladin bins, commercial bins; lift and tip food caddies; team handle sofas, washing machines; lift generators; carry bags of gravel; throw refuse bags, et cetera.

If you're in Distribution & Logistics, order pick with lifting product boxes from cages and putting them in another cage; push and pull cages, palletised loads and trollies; get in the delivery van/ lorry; pull lorry curtains; order pick from pallets under racking, et cetera.

If you're in Aviation 'chuck bags' (actually please don't as my little Boy's wheels were damaged by that). I will rephrase that with handle bags in the hold and at the end of the conveyor; lift cones and chocks; team lift and carry pipes; push passengers in wheelchairs up and down the *Aviramp*; lift Passengers of Reduced Mobility (PRM). Yes, on planes they actually do that! Refuel planes (of course with supervision), et cetera.

If you are in Fire & Rescue lift and carry hoses, fire extinguishers, oxygen cylinders, ladders, cutting equipment ('jaws of life'), light portable pumps (they're not light). Pull hoses. Move and handle casualties. Lift and reposition cars. Yes, Operational Staff actually do that! Extricate people from cars (of course with supervision), et cetera.

If you are in a School, University or College lift and carry doors, tables; push trollies; team lift football posts; push the lawn mower; lift bags of salt; handle deliveries in goods in; lift industrial sized pots in the kitchen, et cetera.

If you are in Retail stack shelves; handle Xmas trees (I did it on my own at the department store *Allders* in Sutton, Surrey when I was 18, for 4 months, with no Manual Handling Training. What were the last words from their Director *Max Menon* ... "Sorry! We're Closed"). Push and pull cages, palletised loads, trollies, et cetera.

If I am honest, even without a degenerative neck, I don't think I would last long in all these industries and jobs performing such repetitive, heavy, awkward and sometimes damn right hazardous Manual Handling Tasks. Would you last long?

Finishing off *Essay 3*, let us rewind back to *Essay 2 ... Take Manual Handling F@@king Seriously*. 'Chuck bags' like *Branson's* Management Team, and you might just.